

# Skin-beauty— the result of simple cleansing

A normal complexion has both beauty and remarkable powers of resistance—if properly cared for.

But *proper* care is a *simple* matter.

It doesn't involve the application of soaps and various preparations which promise magical beauty from complicated and constant manipulation.

If daily washing with a pure, mild soap fails to keep your skin healthy and attractive, you probably need expert medical advice.

Use soap to keep the skin clean—to clean is soap's only duty, and cleanliness is the only desirable result of its use.

In supplying Ivory Soap for the gentle cleansing of the skin, we are supported, not only by medical authority, but by the results of 43 years of experience in the manufacture of this pure, mild soap, which has been the *safe* beauty soap of millions of women.

Ivory Soap has but one purpose—to cleanse safely. It promises no magic except the magic of healthful, refreshing cleanliness. And cost what it may, soap can provide nothing more desirable.

PROCTER & GAMBLE

## IVORY SOAP

99<sup>4</sup>/<sub>100</sub>% PURE IT FLOATS



"No," said Bobby as Pinky Parker offered him a cake of her mother's perfumed "comic-opera" soap, "that soap won't do. I've got some Ivory—it makes slick bubbles—anybody knows that, don't they, Jimmy?"

"Sure," agreed Jimmy Watson, "I tried some other soap the other day, and the bubbles busted right away, soon's I shook 'em off."

That's right. Ivory Soap makes wonderful bubbles, quick as a wink. And you never lose it in the water, either, because it floats.



### A Soapy Poem

Pinky Parker's mother gave  
Her fifty cents, and said:  
"Go buy a cake of fine face soap  
That's nicely colored red."

So Pinky started to the store,  
But on her way she found  
Her neighbor, Bobby Jollyco,  
With bundles homeward bound.

"What's that big one?" Pinky asked,  
"A package of soap," said he.  
"Oh, my! It must have cost a lot!"  
"No, fifty cents. You see,

"My mother uses Ivory Soap,  
She says it's pure and mild—  
For face and hands and bath and hair,  
For 'woman, man or child!'"

"My mother's soap is red, and yours  
Just white," proud Pinky says.  
"And for one little, teeny cake,  
Just think of what she pays!"

"Well, I don't care what *price* it is,"  
Comes Bobby's turn to say,  
"My mother says: 'No finer soap  
Than Ivory, anyway!'"

Now which is wrong and which is right?  
And who shall judge this case?  
Why you are judge, and jury too—  
Try Ivory on your face!

### A Flaked Soap which meets the important safety test

Before you trust your costly fine fabrics to any soap in any form, a doubt naturally comes up in your mind.

"Is this soap really safe?"

Ask yourself: "Would I be willing to use this soap on my face?"

A soap which is too strong for your face is *naturally* too strong for your delicate and costly garments.

Ivory Flakes is simply Ivory Soap in flake form. Of course it fully meets this important safety test.

For Ivory Soap, pure, mild, gentle, white—has protected the faces and hands of millions of women since 1879.

Ivory Flakes offers you a real margin of safety for cleansing the very finest garments you own.

